

POMMAR

USAID/Partners

**Partners of the Americas
Program for At-Risk Youth in Northeastern Brazil**

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Annual Report

**Year VI
2000**

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1. BACKGROUND TO POMMAR'S YEAR 2000 REPORT

In conjunction with USAID and the DCOF, Partners of the Americas has been implementing the POMMAR At-Risk Youth Program in Northeast Brazil since late 1994, adding the Brazilian capital, Brasilia, in 1997. Pommar invests and mobilizes resources towards implementation of laws, policies and services to address and protect the rights of children and young people ages 7-18.

In the context of Brazil's social and economic development demands, along with a favorable policy and legislative environment addressing children's universal right to become healthy and productive citizens, Pommar's strategic focus is Education (emphasizing vocational training and the use of arts-education with civic and thematic focus), Protection from Violence (targeting at-risks girls and sexual/domestic violence), and Health Promotion (emphasizing prevention of STIs and HIV/AIDS). Pommar invests financial and technical resources in increasing and improving local direct services and mobilization efforts to guarantee rights and key services towards for children and young people in extreme conditions of social and economic exclusion and discrimination, incorporating participatory methods that build citizenship and promote civic values/action. In late-2000, Pommar also expanded to a fourth strategic program area: Eradication of Child Labor.

Pommar invests USAID resources in the three major metropolitan areas in Northeastern Brazil (Fortaleza, Recife and Salvador) and the country's capital, Brasilia. Social and economic indicators for the Northeast show severely low levels of income and education, as well as inadequate access to basic services for a large number of families. The Northeast is also a region of historical, cultural and political richness, with strong cultural and social movements characterized by grass-roots and institutional mobilization seeking fundamental changes in the human condition. In Brasilia, the program has worked primarily in education and public policy advocacy, using the visibility of the nation's capital to showcase potential and advocate for effective and replicable services provided by non-governmental and public institutions. Further, Brasília is strategic in terms of developing institutional alliances and participating in development and public policy debate.

Pommar's vision is to contribute to the development of competent and responsible citizens: young people who develop into healthy and productive adults, able to meet their individual needs and contribute to the well-being of others. Within this vision, the three strategic areas have comprised the work of Pommar, with the fourth strategic area added in October 2000. More specifically, they encompass:

Education and Vocational Training of children and young people, guaranteeing their right to quality education and preparing them to be productive citizens as adults: to reverse the trend of exclusion from society and the goods and services it provides, Pommar supports

educational and formative programs which provide educational services, with special attention to preparation for and placement in the work environment and complementing formal education in public schools.

Improving the health of young people, especially adolescents, with emphasis on the Prevention of STDs and HIV/AIDS, Reproductive Health and Teen Sexuality: to contribute to the healthy development of young people and improve their access to important services, Pommar supports prevention, education and direct services/referrals in the health area. The training of young people as peer educators and counselors is a central component of Pommar's health strategy.

Protection Against Violence and Human Rights Violations: to ensure the well-being and development of healthy citizens, emphasizing prevention and protection against sexual violence – domestic violence, abuse and child prostitution. Support to legal and rehabilitative services for victims, as well as campaigns to build public awareness and influence attitudes and policies, are core to Pommar's support to mitigate the problem of violence against children and adolescents.

Eradication of Child Labor: to prevent and eradicate urban child labor, where the phenomena is complex and exploited children and their families are under-served by existing governmental programs, by pursuing three strategic pillars in utilizing the proposed USAID funds:

- direct local interventions and educational services
- policy implementation and decentralization
- research and data collection for program planning and monitoring

To implement these strategies Pommar works closely with a selected number of partner organizations, providing technical and financial inputs to a critical mass of direct service and protection entities working in Pommar's program areas and with a track record and/or potential for:

- quality interventions and services
- documentation and dissemination of replicable methodologies and approaches
- transparency and sustainability
- ability to collaborate, network and contribute to broader mobilization efforts
- a commitment to the empowerment of young people
- effective administration and management

Monitoring outcomes through supervision in the field and collection of indicator-based program data, and targeted research to determine the nature and dimension of problems, form the base for defining priorities in Pommar's allocation of financial and technical resources, as well as for measuring impact. Further, Pommar closely monitors the institutional capacity of NGO partners and seeks to offer appropriate technical assistance and training opportunities that will improve the quality of services and how they are managed and sustained.

Direct services are of critical importance in reaching a significant number of children and youth. However, there is always a greater need beyond the capacity of any single international development program. With this challenge in mind, as well as to build quality and sustainability of services, Pommar invests in the development of dissemination tools, passed on to others through workshops and institutional exchanges, which can make successful practices and approaches accessible to other service-providers and policy-makers. In addition to offering valuable technical and management tools to others, the process of developing such tools – through internal evaluations and documentation of practices – offers important inputs and lessons to participating organizations.

Building a strong civil society in Brazil relies on active citizen participation both individually and collectively. Pommar believes in the importance of direct participation and empowerment of young people in designing, carrying out and managing educational development activities. Further, Pommar invests in strengthening civil society mechanisms for participation and monitoring of actions in the children's/youth rights arena, including promotion of adequate public policies and full implementation of existing legislation. Targeted support is provided to strengthen the oversight and referral capacities of civil society forums and councils in areas of affinity with Pommar program priorities and strategies.

To build the necessary collaborative environment for effective services, Pommar promotes networking and coordination between the public and private sectors in the provision of services and in advocacy efforts, as well as collaboration and exchanges between local service providers. Networking is of strategic importance to Pommar and serves to create opportunities to provide complementary services, as well as advocate for improved public policy implementation and build public awareness through mobilization campaigns.

Collaboration with other international and Brazilian donors is both a strategy and responsibility, seeking to join forces in areas of affinity and complement resources for local service-providers. Several international and Brazilian organizations, foundations and institutes have developed a special affinity with Pommar, to complement investments (technical and financial) in the region and to build synergy among key donors.

Over the past six years (late 1994 through 2000) Pommar has become a reference in Northeastern Brazil, based on its strategies and methodology. The extension of USAID funding through September 2003 allowed Pommar to further build its strategic influence in Brazil during 2000, strengthening alliances and partnerships to contribute to the process of sustainable development that places children and young people at the core of its vision and goals for the future.

2. SUMMARY OF POMMAR ACTIVITIES AND ACCOMPLISHMENTS IN 2000

During its sixth year of activities in 2000, Pommar worked to consolidate some experiences, while expanding in others in the three Northeastern Brazil target cities of Salvador da Bahia, Recife and Fortaleza, in addition to the nation's capital Brasília, continuing its progress toward the goal of enabling quality services and replicable models that target at-risk youth. Working partnerships in service provision and strategic alliances developed, along with the networking and mobilization activities, were foundation blocks 2000. The strategic plan for 2001 (enabled by the three-year extension of USAID funding) continues to build on these results and shapes a vision for continuity to the year 2003.

The Pommar strategy has emphasized financial support and technical assistance to non-governmental organizations (NGOs), as well as mobilization and support of collaborative efforts – including campaigns and project coordination – primarily among NGOs and public entities, and secondarily with policy-makers and the private sector. Technical assistance and financial support goes principally to key NGOs providing direct services, as well as to service networks in the three NE target cities and Brasília.

To maximize impact of financial investments, Pommar has supported institution-building primarily through direct and out-sourced technical assistance, and secondarily through training interventions. Pommar worked with selected grantees to promote the dissemination of lessons learned and service models to other organizations and decision-makers in the field, seeking replication and enhancements in approaches and methods of serving at-risk youth.

With its success in creating a critical mass of project activities, Pommar was in a position to expand strategic alliances with other donors and public agencies in order to leverage resources for grantees and other service providers in target cities, as well as seek synergy among donors.

In conjunction with USAID/Brazil and drawing on the recommendations of the most recent USAID Evaluation team (mid-1999), Pommar refined its activities to better address its strategic objectives and indicators. Program emphasis in three key program areas of education/vocational training, combat sexual violence, and health promotion that targets prevention of STIs/AIDS – all with substantial methodological emphasis on citizen participation/civic education – were reflected this year's project activities to address program objectives and indicators. Pommar is consolidating its role as a catalyst for mobilizing civil society and the public sector to more effectively address key issues affecting youth in extreme situations of social exclusion, poverty and violence/sexual exploitation.

This sixth year was critical in expanding activities to:

- ♦ develop/launch **ten new projects**, involving six existing grantees and four new NGO partners, bringing the number of **projects underway in 2000 to a total of 15**, though several concluded during this year;

- ◆ reach approximately **14,500 direct beneficiaries** through these projects, in addition to indirect beneficiaries (families and peers), as well as institutional beneficiaries (schools, collaborating NGOs, government agencies and other segments of society through awareness/prevention campaigns);
- ◆ increase financial commitments for new projects in 2000 and into 2001, bringing the total amount of project-funding to local grantees (direct funding to service-providers) disbursed and committed US\$2,203,100;
- ◆ identify and initiate the **development of new projects for 2001** in the form of both new initiatives/grantees and follow-on to currently funded initiatives/grantees, and including expansion into the new area of Combating Child Labor; and
- ◆ produce and distribute an attractive set of calendar/notebook/postcards in partnership with ANDI and *Intelig*.

The **programmatic priority areas** have been modified to consolidate Pommar's focus:

- Three key program areas:
 - * **Protection and Prevention of Violence, Especially Targeting At-Risk Girls** (Victims of Sexual Exploitation/Violence),
 - * **Education and Vocational Training for Employability and Income Generation;** and
 - * **Health** (prevention of STDs/AIDS, reproductive health and sexuality),
- New program area:
 - * **Eradication of Child Labor** (emphasizing worst forms of child labor in urban areas)
- Cross-cutting program area:
 - * **Citizen Participation** (promoting empowerment, direct participation and civic values)

Based on this strategy, Pommar continued its successful methodology of financial and technical support to build the capacities of NGOs (through direct support) and governmental organizations (primarily through networking). In both sectors, such support was enhanced through targeted investments in the documentation of approaches and methodologies for purposes of dissemination, adaptation and evaluation; and advocacy at the public policy level.

This strategy and its implementation methodology served the program well in this sixth year by increasing focus and linkages among investments and complementary activities. In this context, investment decisions have been based on the track record of NGOs and their project ideas, as well as opportunities to test innovative approaches and potential donor collaboration.

Project highlights during 2000 include:

- Consolidation of the network of 15 youth-serving NGOs and GOs in Fortaleza addressing vocational education and income-generation – an innovative project that was recognized nationally by the 2000 Ashoka-McKinsey Social Entrepreneur Award;
- Continuity of the Salvador service network (in conjunction with the lead NGO, CRIA) of over 100 NGOs/GOs and 83 public schools in 40 communities, systematically employing arts-education methodologies that reached over 9,500 at-risk youth;
- New project with the Recife NGO PAPAI (Support Program to Adolescent Fathers), to provide educational and counseling services to teenage men in the promotion of responsible and non-violent gender roles, with special emphasis on prevention of STIs/AIDS;
- A new project with the Brasília Park School, targeting 30 boys and girls from the streets of Brasília served by the school to develop an innovative technique of transforming sawdust into attractive, decorative artistic and commercial products;
- Continuity of critical services for abused girls, such as with the Salvador NGO, Acopamec and the Recife NGO Casa de Passagem (Passage House);
- Creation of a training program for 80 at-risk youth service professionals in Fortaleza in collaboration with the State University;
- Technical collaboration in developing a National Plan to Combat Sexual Abuse and Exploitation.

While there is overall satisfaction with the progress to date, especially that achieved in 2000, several concerns represent challenges for Pommar in 2001 and beyond. They include:

- There continues to be a need for effective health services (particularly related to sexuality, STIs and HIV/AIDS) in the urban areas of Pommar's target cities, due to the special risks and challenges affecting teens in this area as evidenced by trends in the current AIDS pandemic. Pommar will develop and expanded strategy in this area for 2001;
- Pommar has a major opportunity in implementing the child labor eradication program, under the two-year strategy as developed in conjunction with USAID/W and started in October 2000. While some aspects offer greater potential than originally expected (such as the geo-processing technique for planning and tracking project interventions, as well as collaboration with local authorities), other aspects have presented challenges early on (such as close collaboration with the State and National Child

Labor Eradication Forums).

- There is a need for tools and mechanisms to effectively disseminate and transfer successful service models to assist NGOs and governmental organizations, as well as policy-makers, towards increasing impact and sustainability.

In addition to the critical on-going management of existing projects, priorities for the next phase of Pommar include:

- strengthening Pommar's and USAID's visibility and public recognition;
- providing systematic and hands-on technical assistance to implementing NGOs in all four target cities;
- consolidating strategic alliances with key Brazilian and international donors to coordinate efforts and leverage resources for Pommar grantees and collaborating service-providers;
- strengthening project monitoring and evaluation (including management of complex data);
- building technical and institutional capacities in programmatic and financial aspects; and
- creating quality dissemination tools and their effective distribution to key actors in the field.

As reflected in the above mentioned priorities, the USAID Evaluation of Pommar in mid-1999 enabled the Pommar team to analyze current limitations and potential, and thus better define future directions. With the extension of Pommar beyond the year 2000 (to October 2003) Pommar is seeking greater integration between project activities, investing further in technical assistance and information/methodology dissemination and replication, and tracking project indicators to strengthen monitoring and impact evaluation. This continuity is significant recognition of Pommar's efforts to date, as well as the scope of problems and needs which remain to be addressed in the target cities at the service and policy levels. Aware that this extension is limited in terms of time and resources, Partners of the Americas and Pommar value this important opportunity to consolidate projects, disseminate effective experiences and increase collaboration with other donors in partnership with local grantees and collaborators.

3. SUMMARY OF RESULTS OF POMMAR'S ACTIVITIES IN 2000

Pommar's interventions in 2000 were developed along three lines of action:

1. technical support and funding to help partner NGOs and government organizations provide key services and assistance to at-risk children and adolescents;
2. capacity-building and systematic documentation, dissemination and exchange of experiences and know-how to improve the quality of services and replicate effective practices provided by partner NGOs, government organizations and others; and
3. networking and mobilization among the three sectors of society (supported by strategic alliances with other national and international actors and donors) in order to generate synergy and systemic impact.

Accomplishments and Activities carried out in 2000 included:

1. Consolidation of Pommar's role as facilitator and supporter of innovative experiences

- **Complementary Education and Monitoring of Formal Education**, with a focus on vocational training and quality public education:
Salvador: Bagunção Cultural Group, Pracatum School, CRIA/MIAC
Fortaleza: Vocational Training Network, EDISCA, Communication and Culture
Recife: Women's Life Collective, Cabo Women's Center
Brasília: City Park School
- **Income-generation and first job experience**, stimulating the holistic development of adolescents and increasing job skills:
Salvador: Bagunção Cultural Group, Pracatum School
Fortaleza: Vocational Training Network, EDISCA, Communication and Culture
Recife: Women's Life Collective, Passage House, Cabo Women's Center
Brasília: City Park School
- **Art-Education** (through educational and cultural programs to stimulate learning and civic values/skills)
Salvador: CRIA/MIAC, Bagunção Cultural Group, Pracatum School, Picolino School
Fortaleza: EDISCA, Arts-Education Network
Recife: Life Institute, Darwê Malungo, Cepoma
Brasília: City Park School

- **Protection and Support to Victims of Sexual Abuse and Violence**
Salvador: CEDECA/Bahia, Acopamec
Fortaleza: CEDECA/CE
Recife: Passage House, Women's Life Collective, Cendhec
Brasília: Ministry of Justice's Children and Adolescents Department (DCA)
- **Reproductive Health and the Prevention of STIs/AIDS**
Salvador: GAPA/Bahia
Fortaleza: Bemfam, GAPA/Ceará
Recife: Passage House, Women's Life Collective, PAPAI, Cabo Women's Center
Brasília: Ministry of Health National AIDS Program (under development)
- **Decentralization of Services/Assistance** in the communities:
Salvador: Bagunção Cultural Group
Fortaleza: Communication and Culture
Recife: Women's Life Collective
- **“Youth Protagonism”** as a form of empowerment and effective citizen participation of adolescents:
Salvador: Bagunção Cultural Group, GAPA/Bahia, CRIA/MIAC
Fortaleza: Communication and Culture, Vocational Training Network
Recife: Women's Life Collective, PAPAI, Cabo Women's Center

2. Development of Strategic Alliances in the areas of Education and the Protection of Child and Adolescent Victims of Violence

- Ministry of Justice's Children and Adolescents Department (MJ/DCA) – developing collaborative plan under the National Sentinel Program to combat sexual exploitation
- BNDES (National Social and Economic Development Bank) leveraging resources for direct services and technical exchanges and training activities with NGOs and GOs
- Ceará State Government funding and strengthening direct services (EDISCA, Communication and Culture, Vocational Training Network)
- Salvador Municipal Government – implementing the Child Labor Prevention and Eradication program

3. Publications to publicize the activities supported by Pommar

- Publication of innovative methodologies to spread awareness and facilitate their application, (CRIA, GAPA-BA, Women's Life Collective, Vocational Training Network-Ceará, City Park School)

4. Capacity building for the educators/youth beneficiaries

- Support for NGO/youth participation in formal training courses in specific technical areas, offered by universities and other technical institutions developing human resources
- Support for exchanges between institutions protecting and assisting at-risk children/youth
- Support for the dissemination/replication of work methodologies and for institutional development
- Participation in and organizational support for dissemination workshops organized for EDISCA's Methodology Kit (at the national level and in the NE region)
- Support for the participation of young people and technicians in events, workshops and seminars in thematic areas

5. Following are some key achievements of Pommar:

Protection and Defense Against Sexual Exploitation

- Promotion of regional/national/international mobilizations since 1995 contributed towards the creation of new policies and the new investments of federal funds given to government organizations and NGOs at state level in the area of protection and defense of child and adolescent victims of abuse and sexual exploitation, such as a nation-wide hot-line service, as well as the creation of a National Plan to Combat Sexual Abuse and Exploitation.

Reproductive Health

- The Women's Life Collective (Recife, Pernambuco) reached 1000 girls who are victims of domestic violence and sexual exploitation, reduced the number of teenage pregnancies to 1% (compared to 18% nationally) and eliminated the incidence of family abandonment and involvement in prostitution among these girls. The prevention model is being adopted by municipalities in the metropolitan region of Recife, as well as various municipalities across the Northeast region.

Education and Vocational Training

- Pommar beneficiaries show a school promotion rate of 83% in relation to the NE region's average pass rate of 68%.
- Participants in quality vocational training projects completed the courses at a rate of 64%, graduating with critical skills to enter the job market, with 20% securing legitimate income-generating opportunities in an extremely difficult market.

- The vocational education network in Fortaleza is being used by other Ceará state programs as an example of best practice and received national recognition by the Ashoka-McKinsey Award.

Leveraging of Resources for NGO Partners

- Pommar has built strategic relations with various donors in Brazil with an eye towards collaborative funding efforts. This has enabled various youth-serving NGOs to benefit from additional funding for expanding their service capacity. Examples of strategic alliances between Pommar and other donors include BNDES, Ayrton Senna Institute, British Council, UNICEF, ILO, Oderbrecht Foundation, Master Card Foundation; as well as corporate donors such as telecommunications companies like Intelig, Maxitel and TIM.

4. FINANCIAL SUMMARY OF POMMAR-SUPPORTED PROJECTS (1994-2000)

In the four target cities, POMMAR/Partners and USAID have funded a total of 44 contracts with 30 NGO partners (extending to additional NGOs and GOs through networks) since the program's inception to date, for a total commitment of approximately \$2,203,100, including:

- a) actual disbursed through December 2000 at \$2,039,296 (through Mod. #5)
- b) remaining disbursements for current contracts in 2001 at approximately \$72,000 (through Mod. #5)
- c) new project funding commitments at approximately \$92,000 (under extension/Mod. #6)

Attachment A provides a summary of all projects funded to date. Section 5 of this report provides a narrative description of projects implemented in 2000. Following is summary information on project investments through sub-grants.

Chart I: Summary of Sub-Project Contract Commitments by City thru December 2000

Contracts	Fortaleza	Recife	Salvador	Brasília	Total
On-Going/Current (1)	\$129,500	\$90,000	\$57,000	\$64,000	\$340,500
Grants Closed	370,600	459,800	842,300	165,700	1,838,400
Other Closed (2)	19,900	4,300	--	--	24,200
Total	\$502,000	\$554,100	\$899,300	\$229,700	\$2,203,100 (3)

(1) Amounts for current projects are subject to slight variation, due to exchange rate fluctuations in 2001 (2001 estimate: R\$1.90 per US\$1.00).

(2) Contracts for public awareness campaigns (Comdica/CE and Rede/PE).

(3) Variance with budget expense report for Modification #5 (Section 11) re total expenses at \$2,040,000 for sub-grants due to 2000 commitments extending into 2001 (at approximately \$70,000 to be disbursed) and new contract commitments under the extension/Mod. #6 (at approximately \$93,000).

5. PROJECT ACTIVITIES BY CITIES AND PROGRAM AREAS

Demands for effective services continued in 2000 due to the troubled economic situation and resulting extreme social problems, as well as an increase in the proportion of teenagers in Brazil's demographic distribution. Even with significant progress to date in Pommar's objective to improve the ability of at-risk youth to become healthy and productive citizens, strategic investments remained necessary in order to strengthen prevention and protection services offered by NGOs and governmental programs, as well as improve public policies and their implementation.

This overall context and objectives guided the activities funded by USAID through Pommar, though distinct characteristics of each target city continued to play an important role in defining local investments. While there is an increased level of investments from national and international donors – attributed in part to USAID's leverage effect through Pommar – demands for services have increased given population pressures and economic hardship that has taken its toll on the poor and government services. Pommar's strategy has focused on these problems as well as opportunities and cultural resources in order to increase impact and sustainability.

Following is a descriptive overview of activities in each of the four target cities of Fortaleza, Recife, Salvador, and Brasília.

FORTALEZA

Fortaleza continues to suffer from a growing number of poor in the metropolitan area, limiting the ability of the economy and public sector to respond adequately, as seen in insufficient public education, violence against children and youth, and inadequate health services. In regards to education, there is a low level of quality primary education, with many poor children failing to advance to the secondary level, or doing so with low scholastic preparation. Where youth are able to progress in their secondary education, they are rarely prepared to face new demands by society and especially in the job-market once they complete high school, unless they receive complementary educational support.

Many of these youth are also subject to violence in the domestic setting and in general, with violence among youth and also against youth by individuals and organized groups. Related to violence is the issue of sexual abuse in the home, which extends beyond the family and culminates in sexual exploitation often tied to local and international tourism. When sexual activity is initiated at an early and vulnerable age, often driven by childhood abuse at home, increased health risks are added to the other high risk factors – especially for girls – as targets for sexual exploitation (child prostitution).

As a result of these factors and the current array of state governmental initiatives local non-governmental organizations, Pommar implemented local projects which emphasize complementary educational services with a two-fold focus:

- a) educational services that use the arts as a mechanism for learning and civic education;
- b) vocational training and income-generation opportunities.

Further, local projects emphasized reproductive health promotion and the prevention of STIs/AIDS. Finally, the Fortaleza Pommar portfolio worked to strengthen its activities in protecting youth against violence and sexual abuse, as well as collaborating in the development of the Pommar strategy for preventing and eradicating child labor.

Pommar investments in 2000 continued to emphasize direct financial and technical support to direct service organizations, as well as networking and exchange among NGOs and governmental organizations. Investments were also made in capacity-building for NGOs and GOs. Following is a description of these projects and networking efforts in 2000, organized by program area.

Education and Vocational Training

This area continues to be the strength of Pommar's Fortaleza program. Projects in education – both formal education tied to vocational training and arts-education as a mechanism for civic education and social integration – represent the core of Fortaleza projects.

The Professional Education Network made great advances in 2000, continuing to grow in its implementation of a coalition of 15 NGOs and GOs working together to provide quality vocational preparation and income-generation opportunities to 160 at-risk youth. Highlights in 2000 include:

- A major impact study was conducted covering activities during 1998-2000, when two groups of 80 youth received training and complementary educational support, along with training of educators and administrators of participating youth organizations. The assessment involved input from all levels of direct and indirect participants: youth, family members, educators, administrators and the Network's technical team. Lessons learned will be applied to actions in 2001, which will be partially funded under the Pommar extension.
- The Network curriculum was assessed and documented with the technical assistance of the administration school, ESAF. Based on this technical-educational tool, the Network is now further legitimized as a model for vocational preparation under the criteria of the ECA Children's Rights legislation. Further, it is in a better position to obtain accreditation from state and federal vocational education authorities.
- The Network was recognized with a 2nd place national ranking among 200 candidates in the annual Ashoka-McKinsey "Social Entrepreneurial" Award. This award not only brought deserved recognition to the Network, but also contributed to its strengthening through the rigorous application and selection process. This learning

process had a particular impact on methodologies in the post-basic-training phase, where youth are placed in productive activities within a semi-autonomous structure that seeks to bring them into independent and sustainable income-generation. In addition to a R\$35,000 award, the Network will receive a year of technical assistance at no cost to the Network or to USAID/Pommar.

- A series of collaborative partnerships were developed with other donors and relevant organizations, including the Oderbrecht Foundation (obtaining ten personal computers for the computer micro-enterprise), GARD/Brazil (linking micro-credit opportunities to the clothing, recycling and bakery micro-enterprises), and the small business development agency SEBRAE, as well as potential support from the National Development Bank, BNDES, and the private foundation of Mastercard in Brazil, the Credicard Institute.
- New partnerships were established with two universities – UNIFOR and UFC (the Federal University of Ceará) in order to offer interns from the School of Psychology that will provide additional mental health services in participating youth organizations.

The Communication and Culture project was finalized in 2000 through targeted institutional support to assist the organization in implementing its strategy for sustainability. This education project reached a large number (over 1,300) of school-aged youth, primarily pre-teens and teens through school newspapers that are produced by students in public schools. These newspapers serve as a vehicle for civic education and citizen participation, health promotion, and vocational preparation. Pommar support enabled the organization to develop promotional materials and leverage new funding to implement and sustain educational activities in the future. Potential for continuity will likely be limited to support in Communication and Culture's health education and AIDS prevention project within the Pommar HIV/AIDS prevention strategy.

The Citizenship School Project was developed in late 2000, with the State University of Ceará (UECE) as the first action under the working agreement between UECE and Pommar/USAID and in collaboration with the Ceará State Labor Department. In the coming year this innovative project will train 80 professionals (with a long-term goal of reaching 400 professionals and civic volunteers) who work directly with at-risk youth, addressing a major need to improve the technical skills of these dedicated yet often under-trained professionals. Further, this initiative will stimulate the State University to increase its involvement in social development issues.

In the area of **Arts-Education**, several initiatives were carried out in 2000, following on the Pommar strategy of utilizing the arts as an important educational and social development mechanism. Included in these initiatives were:

- **EDISCA** continued to be a strong partner organization, receiving support for implementing its model program that principally uses dance to carry out educational and social development services for 380 children and adolescents from extremely poor communities in the outskirts of Fortaleza. Extreme poverty is a key selection criteria among the many candidates for enrollment into Edisca. Pommar support included technical and financial resources in educational services, health prevention (emphasizing reproductive health promotion and prevention of STIs/AIDS), a new component to address vocational preparation tied to the growing health and fitness market, as well as an institutional video focusing on the 2000 ballet production (*Two Seasons* – about the drought and related poverty in the arid interior which leads to rural-urban migration). Further, the Pommar team worked closely with EDISCA in partnership with other donors, such as the Ayrton Senna Foundation and the BNDES to promote visibility and inclusion in new opportunities for resources, networking and dissemination.

- **The Arts-Education Network (NUTRA)** is under development and advanced considerably in an effort in its goal to better coordinate educational services and exchange expertise with the First State Art-Education and Citizenship Conference in March. This meeting brought together over 200 educators and 120 youth from Pommar's four target cities took place in the modern cultural and performing arts facility, Centro Cultural Dragão do Mar, and was attended by the Ceará Governor and First Lady, U.S. Ambassador Anthony Harrington and Mrs. Hope Harrington, and USAID/B director Janice Weber. The event was co-funded by USAID/Pommar, the Ayrton Senna Institute and the BNDES. In addition to distribution of a promotional and educational video based on the event, follow-on activities included creation of a data bank to manage and make available information on successful arts-education projects, exchanges with counterpart organizations in target cities, and a strategic plan for 2000-2003 that includes working partnerships with the State University and the Dragão do Mar Culture Center. Further, new youth-service projects were developed as spin-offs to the event and are described in the following two items.

- **The Canto em Cada Canto (Song in Every Corner) Chorus Project** is scheduled for financial and technical support in 2001 and will enable the entity to improve and register its effective methodology and disseminate its work to other youth-serving organizations and public schools, as well as improve its own practices. The project benefits over 1,000 youth between the ages of 7 and 12 years, using music (choirs) to develop citizenship, social skills and academic performance.

- **Tapera das Artes**, a youth organization in the municipality of Aquiraz, benefited from Pommar's technical assistance and limited financial support to conduct strategic planning and explore adaptation of the EDISCA methodology for complementary education with youth from high-risk communities, serving children (ages 7-12) through after-school education services which emphasize the

arts, and especially music. Pommar support assisted the project in expanding its visibility by participating in arts-education events, inclusion in the Pommar-ANDI-Intelig calendar, recommendation to participate in training network funded by the Ayrton Senna Institute, and applying for a USIA small grant to obtain instruments through the Partners of the Americas Ceará-New Hampshire chapter (progress in involving the local Partners chapter and international office resources to complement USAID's investment through Pommar). Pommar will support Tapera in 2001 to enable improvements in their educational services for up to 400 children and youth (7-18 years) through important after-school education activities.

Reproductive Health and STIs/AIDS Prevention

The Bemfam Health project continued to grow and show excellent results in 2000, serving as a model for future planning to expand Pommar activities in this area in 2001-2003. The principal funded activity entailed providing key prevention, education and ambulatory services to approximately 200 extremely needy children and adolescents living on the streets of downtown Fortaleza. Bemfam also extended its services to the youth participating in the Professional Education Network, reaching an additional universe of close to 150 youths, and emphasizing AIDS prevention and sexuality to prevent adolescent pregnancy. Further, Pommar funded Bemfam to expand its services to reach youth and family members within the EDISCA "Our Health" health education project. Finally, the Bemfam project leveraged resources through working agreements with the State Departments of Health and Social Services, as well as municipal authorities, to secure free lab services, medication, condoms and educational materials for beneficiaries.

The **GAPA/Ceará** AIDS prevention project was concluded during 2000 with some valuable outcomes and products, directly serving 90 youth in the prevention of STIs/AIDS, and producing a manual for training youth multiplier agents for AIDS prevention. Though prospects for continuity due to some technical shortcomings, Pommar will consider ways to include GAPA/CE in future activities, given prior years of collaboration and the organization's local and national importance, through possible collaborative efforts with key implementers of the 2001 AIDS prevention strategy under development, such as Bemfam.

Protection Against Sexual Abuse and Violence

Pommar has a strong history of mobilization and support in this area that afflicts the Fortaleza metropolitan area, though activities in 2000 were somewhat reduced due to weakened local mobilization. That said, the team worked in the following ways to reestablish activities in this area:

The CEDECA/CE defense center, in its expanded “legal aid”-type mission, has gone through institutional growth and Pommar worked to re-build a collaborative partnership. CEDECA thus received Pommar support in order to participate in mobilization efforts outside of the state, such as in the development of the National Plan to Combat Sexual Violence (which also involved Pommar’s technical staff which provided expertise at the national level and at the state level, including negotiations with the key civil society and State authorities) and to participate in the CEDECA/BA-Pommar workshop on legal-psychological services to victims.

The Child Division of the Police Department, designated to combat sexual violence and exploitation of children and adolescents, received technical and political support from the Pommar team to develop a proposal for the Ministry of Justice’s Children’s Rights Department (MJ/DCA). This led to new financial support and a formal cooperative agreement between this police department and the MJ/DCA.

Stimulated by Pommar’s technical director and the long-standing relationship with the Director of the MJ/DCA, the local Pommar coordinator in Fortaleza also participated in important planning meetings to provide technical expertise in developing an innovative national initiative, the Sentinel Program led by the Ministry of Social Welfare’s Social Services Department. This program is targeting the Northeast region through the creation of special services to combat this form of violence, and should provide new opportunities for Pommar to participate in important national and local efforts related to the National Plan to Combat Sexual Violence.

Finally, through its Fortaleza coordinator, Pommar participated in a nationally televised debate (on Educational TV) on the issue of sexual violence, child prostitution and other forms of sexual exploitation of children and adolescents.

Child Labor Prevention and Eradication

Pommar’s Fortaleza team assisted in developing the USAID child labor strategy in 2000 and the early mapping activities for planning purposes. Research findings and opportunities for interventions will determine potential actions to be implemented in 2001 and 2002.

Networking and Mobilization Efforts

A public **Forum** was created in conjunction with Pommar and the important local newspaper, *O Povo*, and EDISCA to publicly debate issues related to children’s rights through open facilitated discussions and reporting of debates in the *Povo* newspaper. This important and practical approach to citizen participation has been successful in stimulating and publicizing issues pertaining to children’s rights and social development, addressing Pommar’s goal of mobilization and civic education. In 2000, eight debates were held, each involving an average 30 people. The Pommar team in Fortaleza also

participated in on-going meetings, events and public debates regarding children's rights and services in the metropolitan area.

RECIFE

In Recife there are high indices of poverty and exclusion similar to Fortaleza and Salvador, as well as weak levels of quality public schools, and extremely high rates of violence, especially domestic violence and sexual exploitation. In a recent UNESCO report, Recife was rated as one of the top four cities in Brazil in terms of violence (with São Paulo, Rio de Janeiro and Espírito Santo). Violence and sexual exploitation against girls is often associated with commercial sexual exploitation (child prostitution), also tied to local tourism as well as transportation routes in the interior and coast of the state. Lacking opportunities, girls often enter the labor market at a young age, working as domestic help and nannies under conditions of low pay, long hours and limited or no access to proper formal education.

Given the geographic spread of the urban population, there is a particular need to coordinate service and policy efforts across the municipalities that make up the metropolitan area of Greater Recife. However, Recife lacks effective networking among NGOs and government agencies, especially in terms of direct services. As a result of these factors and the current array of local non-governmental organizations, Pommar supported projects which primarily emphasize protection of youth against violence, combating sexual abuse and sex-tourism, providing complementary educational services, and special services (protection, education, health and psychological) for at-risk girls.

Limited efforts in vocational training opportunities for boys and girls have also been undertaken, though on a smaller scale when compared to other target cities, and there were periodic investments in the cultural and arts-education area. This is largely due to a lack of solid opportunities to invest in strong projects in this area. The at-risk girls project with the vocational and professional development spin-off project has been the focus of Pommar's investment (see description below of the *Coletivo Mulher Vida* project) in this area. However, difficulties in achieving sustainability of this project hampered reaching its potential impact.

Pommar investments in 2000 emphasized financial and periodic technical support to direct service organizations, and targeted political and social mobilization addressing sexual abuse/exploitation and children's rights in this the 10th year of the ECA legislation. The prior year of 1999 was a year in which the Recife portfolio suffered from a drop-off of projects, due to scheduled ending of several projects (Cendhec, CIELA and Centro Cultural Luis Freire), as well as difficulties in two key initiatives (the Coletivo and the State Network to Combat Sexual Violence and Exploitation).

New efforts were made in 2000 to increase project activities, securing important continuity and expansion of support to the Casa de Passagem (Passage House), a new project with the Cabo Women's Center, and an important project in the reproductive health and sexuality area with a new partner NGO, PAPAI. Further, several initiatives were carried out to provide limited support to local service efforts in education with at-risk youth, as well as collaborative work with other donors and negotiation of potential projects towards increasing the Recife portfolio and beneficiaries in 2001.

Following is a description of these projects and networking efforts in 2000, organized by program area.

Protection Against Sexual Abuse and Violence

The Coletivo Mulher Vida has been a grantee and collaborator of Pommar since early 1996, completing its first grant period in October of 1997. In late 1997 the project was expanded for a new round of Pommar funding through November of 1999. The Coletivo works with girls who are at-risk and victims of violence at home and in the streets, often related to sexual abuse and exploitation, serving as a reference for Recife, other parts of Brazil and internationally.

Pommar's support funded the training of at-risk girls to gain opportunities for personal and vocational development, to overcome the traumas of sexual violence, and for insertion in the information/computer market. Pommar funding supported vocational training and micro-enterprise development of the *CMV Informática* small business. A total of 240 girls were reached in 2000, benefiting from training and hands-on experience. In addition to these vocational and income-generating interventions, girls received counseling and other social and educational services, including outreach to families, through other Coletivo services.

Though the contract with the Coletivo was scheduled to end in late 1999, with potential for some level of continuity, the organization and thus the project ran into difficulties in mid-1999. In general, these institutional problems were based on major growth in services and new demands, while the nature of the organization continued to be rather informal and led to some internal conflicts and even labor disputes in 1999-2000. In spite of efforts by Pommar to assist in a re-organization, as have been carried out with several other Pommar partner organizations in other target cities, problems were not resolved by leaders as they faced an unexpected crisis with the severe illness of the main leader, Márcia Dangremon, who was stricken with cancer. Due to her illness, Márcia was forced to distance herself from the intense demands of the Coletivo. Later, she passed away, leaving a terrific legacy of almost 10 years of fighting for the rights of victims of sexual abuse and exploitation. The organization spent much of 1999 and 2000 recovering from this loss and the vacuum left by Márcia's absence.

In this process, Pommar was forced to temporarily suspend the final 20% of project disbursements in the latter part of 1999 and was only able to resume funding in May of 2000 once the project presented a reasonable proposal for the reprogramming of remaining project funds. Over a six-month period, the project carried out remaining activities, but still faced difficulties in sustaining its long-term viability. During this period, the local Pommar team worked to monitor progress and facilitate a diagnosis of current problems in order to identify future prospects, as well as improve internal communications and interaction.

This process was extremely difficult due to the nature and depth of internal problems, a sphere in which the team had to tread very carefully while at the same time seeking to preserve the interests of the project and contract obligations. While the difficulties between the Coletivo coordinators and the project coordinators (including a staffed manager and six youth graduates of the project) were not eliminated, the intervention did enable a participatory process of determining where the project needed to improve and its chances for continuity. The bottom line seems to be that, while the hopes for long-term continuity as a micro-enterprise in this competitive market may be dashed, there is a declared commitment of all involved that the project deserves to be maintained in some form and brought back into the fold of the organization.

Whether and in what way the organization can bring this common denominator to fruition remains to be seen. In the meantime, Pommar will soon receive the final report from the coordinators and make a determination as to whether there is a chance for some level of continuity of support for the project. That said, there is little optimism that the original idea of a sustainable micro-enterprise involving and benefiting girls who have overcome the scares of sexual violence can be realized by the Coletivo of today. However, the idea remains a feasible one in the right organization and circumstances, and thus serves as an important lesson and model to be disseminated and promoted: that entrepreneurial vocation and success can work in the social sector with the right methodology and institutional support.

Professionals and adolescents from the Coletivo continue to play an important role in external mobilization efforts, such as the Global Network to End Child Prostitution (ECPAT) and the National Plan to Combat Sexual Abuse and Exploitation, as well as developing community outreach and direct prevention/education and support services to victims/potential victims. In this way, Pommar's continues to value its partnership with the Coletivo and will seek ways to continue some form of collaboration, even if the computer project cannot be sustained. In this spirit, Pommar partially supported (with UNICEF) the production of the publication of the 10-year history of the Coletivo, and its launching event, in October of 2000. This publication, dedicated to Márcia, is being distributed by the Coletivo and Pommar to other NGOs, government organizations and policy-makers as a mechanism for disseminating a courageous battle against sexual abuse, domestic violence and exploitation.

The Centro Brasileiro da Criança e do Adolescente - Casa de Passagem became a grantee of Pommar in late 1998 after prior years' efforts to develop a feasible collaborative project. The Passage House is an important local NGO serving a very complex target group of girls who are victims of domestic violence and sexual abuse and exploitation in Recife, many of them coming directly off the streets to the Casa I or CENTRI (Center for Restructuring Self-Identity). The project, *Support and Improvement of Services to Girls of the Passage House*, is contributing to improve work methodology and monitoring for 125 of the Passage House's most at-risk girls that systematically receive educational services, crisis and longer term counseling, health services and family outreach (when there are family ties).

Pommar's support has enabled the Passage House to collect and manage information on the girls and the services they receive through a new data base and information management system (MIS). The system has been designed and supported by technicians from the Federal University (UFPE) and a local firm, Sniper, which has absorbed a significant portion of R&D costs in order to develop a system that can eventually be made available to other NGOs and public service projects for youth and families. After a pilot year in 1999, the system was modified in 2000 and readied for full implementation in 2001. The participatory development process in the Passage House led to a collective assessment of the scope and quality of monitoring interventions with the girls in main house (*Casa I*) and the advanced house (*Casa II* – or *CENTIT*), where a total of 294 girls are served through complementary educational and vocational training services. It is also expected that the MIS will subsequently serve in monitoring the community outreach program (CENTAC), which is the third strategic leg of the Passage House services, as the scope of the MIS will grow in 2001 and beyond.

In addition, the contract with Pommar was expanded in 2000 to include strengthening direct services by adding a social worker to the Casa I team, which had previously been limited to educators and psychologists. This addition enabled the expansion of services to better address interaction with family members or alternative community sources of direct support and affection for girls. With this on-going search for excellence within the Passage House, plans for 2001 include documenting and disseminating the Passage House methodology (emphasizing Casa I/CENTRI), aided by technical assistance from Pommar staff and consultants; transforming their artisan project into a clothes production unit (also aided by technical assistance from Pommar staff and consultants, including the fashion designer responsible for developing the successful *Moda Axé* with Pommar support in Salvador's Projeto Axé); and support in social marketing and fundraising efforts (through a collaborative effort with Pommar and other development agencies operating in Recife).

The Passage House was visited by Ambassador Harrington and Mrs. Harrington in 2000, providing positive visibility for the Passage House and USG support through a front page story in the local newspaper. With this series of activities in 2000 and plans for 2001, the Passage House has become a significant partner organization of Pommar, strengthening the focus in Recife on direct services to girls who are victims of abuse and abandonment – a long standing priority area for Pommar in Recife.

The Dom Helder Defense Center (Cendhec), a grantee of Pommar in prior years, re-established its relationship with Pommar in 2000 on two fronts. In celebration of the 10 years of the ECA legislation, Cendhec produced a special publication (entitled *This Child – Esse Menino*) for distribution in the Sunday addition of the major Pernambuco newspaper, *Jornal do Comércio*. The publication focused on children's rights as addressed by the ECA and facing Brazilian society after ten years of implementation, coinciding with Pommar's goal of building public awareness and highlighting areas such as sexual abuse/violence, education, HIV/AIDS prevention and strategies that reach families. Along with other donor partners (such as Save the Children), USAID received special recognition in this publication, which was also distributed to area schools.

Related to direct services, Pommar sought ways to strengthen the Cendhec legal defense services along the lines of the model developed in Salvador with the Bahia Defense Center (CEDECA-BA) and in conjunction with the role designated for Cendhec as a resource center under the national hot-line network led by ABRAPIA in Rio. In this vein, Pommar supported the participation of Cendhec in the Salvador workshop with CEDECA and other important partner organizations which presented the CEDECA methodology for evaluation and feedback. Planning meetings were held with Cendhec staff and ideas developed for potential support, generating a proposal for early 2001 to enable Cendhec to expand its legal defense service to include psychological support for victims. This project is part of the Pommar plan for 2001 and will result in important new services for victims of sexual abuse and violence, along the lines of the CEDECA-BA model widely disseminated by CEDECA and Pommar, working to reduce impunity for perpetrators and psychological harm for victims. This partnership will add to the Pommar portfolio in Recife in this key program area, both capitalizing on prior investments (the CEDECA model) and offering potential for an improved model to be further disseminated as it is applied elsewhere.

The Pernambuco State Network Against Sexual Abuse and Exploitation was an important component of the Pommar program in past years, however in 2000 the Network's reduced level of activities and focus on general public awareness campaigns did not meet Pommar priorities and funding capabilities. Pommar's interest and prior investments in financial and technical support of the Network as a mechanism for concrete collaboration (in service linkages/referrals and capacity-building) among non-governmental and public service-providers, did not coincide with the Network's priorities or institutional capacity. Further, the Recife service and policy environment suffered from the dismantling, in effect, of the model Police Department for Children and Adolescents (DPCA) due to a change in leadership. Recife staff periodically attended monthly Network meetings and public events and monitored their capacity to implement funding from Save the Children for the public awareness campaign, though no direct support occurred in 2000. Pommar will monitor the Network's plans/activities in 2001 and determine if there is potential feasible collaboration that fits into Pommar funding priorities and scope, given the importance of collaboration among key players in this problem area.

Pommar is hopeful that Recife will be an important player in national initiatives such as the Sentinel Program and the efforts to prevent trafficking of women in Brazil and abroad, two national initiatives to be launched in 2001.

Education and Vocational Training

In addition to the projects with the *Coletivo Mulher Vida*, described in the previous section, a new grantee was added in Recife in 2000 to address vocational and educational needs of at-risk youth:

The Cabo Women's Center has been an indirect collaborator of Pommar in prior years as an active member of the Pernambuco State Network Against Sexual Abuse and Exploitation. In 2000 they carried out a project with partial financial support from Pommar (co-funded by the Brazilian governments Solidarity Training Program) to train youths in radio broadcasting. The Cabo Women's Center (CMC) has a long history of community radio and public outreach through the media, as well as solid services to protect and advocate for the rights of women and girls in the economically disadvantaged municipality of Cabo.

Combining this expertise and services, a course was designed and implemented for 30 youth within the Pommar target group (and an older group of 30 19-21 year olds funded by Solidarity Training) teaching them skills in radio communications and reinforcing their formal education process with a parallel curriculum in Portuguese and Social Studies – both critical to effective radio programming. Programming content included a major emphasis on social development that effect youth (violence, sexuality, drug abuse), as well as civic issues such as citizen participation/empowerment (“youth protagonism”) and the ECA legislation/UN Convention on Children's Rights. Classroom training through course work was followed by hands-on experiences in community and commercial radio stations, allowing trainees to participate in the production and broadcasting of programs.

In addition to providing the 30 teens with communications skills and improving their scholastic performance, youth were prepared to be more active and participatory citizens and to work more effectively in a group. As follow-on, the project was extended to provide additional training (including emphasis on Portuguese and civic education/ECA) to 20 participants that chose to continue preparation towards insertion in this market that has an adequate formal and informal base in community and commercial radios, respectively.

The objective in 2001 is to place these youth in the market, as well as maintain their collective efforts through the creation of a “Youth Communicators Network”. While the Pommar funding period has ended, these spin-off activities are outcomes of the investment in 2000. Further, efforts to create a manual for the course (among the initial project objectives and funding) have advanced and should be finalized in early 2001.

Thus, the successful course will serve as a methodological model to be disseminated as part of Pommar's multiplier objective, as well as providing important recognition and visibility to USAID.

The Instituto Vida – Adolescência e Cidadania was funded by Pommar in 1997-1998 to provide arts-education services to adolescents from two of the more economically disadvantaged communities in Greater Recife (*Alto José do Pinho* and *Chão de Estrelas*), emphasizing their rich cultural/artistic heritage. Pommar's financial support to the Institute (their first external grant) enabled the NGO to grow at a critical time and secure other donor support in 1998-2000, evolving to incorporate vocational preparation and income-generation into their arts-education strategy.

While direct funding was not continued, the Institute's success has been recognized by the Pommar team and in 2000 a relationship was promoted between the Institute and the local Partners of the Americas Pernambuco-Georgia Chapter, leveraging non-USAID funds (travel international funds and a \$5,000 small grant from USIA) for the Institute through the international Partners office. An technical exchange began in 2000, with the visit of a Georgia volunteer who works with youth development and black-identity in Atlanta, planning a follow-on visit by the Institute coordinator in January 2001.

It is anticipated that a long-term linkage will be developed, leveraging new financial, human and institutional resources for the Institute and signaling progress in involving the local Partners chapter and international office resources to complement USAID's investment through Pommar.

Also in the Arts-Education area:

- The **On-Stage Ballet Project**, an autonomous project housed in the Pro-Child Movement (MPC) facility and working with a portion of their target group – 36 youths – was referred to Pommar by the ABA English language school (former bi-national center) and found to be an interesting new project working with ballet to provide educational programming to high-risk youth in a very poor area of Recife. While still in an early institutional development stage (with plans to formalize the project as an NGO), they were able to benefit from the EDISCA methodological materials and have incorporated a variety of philosophical and practical elements of the EDSICA model. In addition, Pommar provided the project coordinator with partial travel support to participate in the national arts-education workshop at the BNDES headquarters in Rio.

Pommar will determine whether it is within the scope and funding priorities to support this project directly in 2001. This relationship led to the Pommar staff becoming familiar with the MPC project, discussed below.

- The **Pro-Child Movement** received technical support from Pommar in 2000 in an evolving relationship, as well as partial travel support for the executive coordinator's participation in the national arts-education workshop at the BNDES headquarters. The Pro-Child Movement (MPC) serves a large number of extremely at-risk children and youth in an impoverished area of Recife (*Coelhos*) and sought financial support from Pommar to co-fund their extensive educational (arts-education and vocational training) projects, including the On-Stage Ballet project. In an effort to establish a relationship with the MPC, become familiar with their services and assess potential for impact with this challenging target group, several technical meetings were conducted to assist the coordinators in identifying difficulties and initial strategies for improving services. Further, the EDISCA methodological kit was provided to the MPC coordinators and has served as an important reference for evaluating their practices.

In addition to indicating sources for making various legal/defense- and health-related referrals to address their relative isolation, needs for staff development (training educators and social workers) and for evaluating/documenting ("sistematizing") their work methodology were identified. In 2001, Pommar will determine the feasibility of support to the MPC as a project which provides services to a large number of high-risk children/adolescents and has proven itself as a leader in raising support from local business. MPC received funding from the BNDES to refurbish its building and create a "gallery" in historic Recife as a center for exhibiting and selling artistic products of the youth served by the project. Pommar will assess the degree of sustainability and replicability as key criteria for determining the level of investment that may be feasible in 2001-2002.

- The **CEPOMA** education, dance and music project received partial support to produce a CD of their "maracatú" music for dissemination and distribution in the region and nationally. CEPOMA has been a periodic collaborator of Pommar over the years, given their success in providing educational services and building self-esteem and cultural identity of at-risk youth in the *Pina/Brasília Temosa* low-income community of Recife. As a true grass-roots organization, Pommar has not been able to provide direct financial resources to CEPOMA due to the rigors of programmatic and financial accounting for USG funds, however they have received sporadic support from Pommar such as for the CD and to participate in Pommar arts-education events in other cities, such as the CRIA/MIAC Festival in Salvador. In addition to promoting a successful community-based project, such efforts – and the CD in particular – provide important recognition and visibility to USAID.

In the **Vocational Training area**, in addition to the Coletivo project discussed in the previous section, Pommar pursued two potential new projects in 2000:

Auçuba, an NGO providing educational services to youth in video production, communications and citizen participation has been an indirect collaborator of Pommar in prior years as an active member of the Pernambuco State Network Against Sexual Abuse and Exploitation and a potential direct partner of Pommar. In 2000, significant staff

efforts were made to establish a joint project that would support the creation of a structure much like the small business “incubator” model developed in the U.S. by the SBA/SBDCs, enabling trained youth to carry out productive activities in communications/video and generate income for them. Unfortunately, in the final stages of extensive negotiations, Auçuba determined that they could not remain within the age limitation required by Pommar (up to age 18) for target beneficiaries. While this has been an issue for many organizations in terms of Pommar and other donor/GOB funding, it became a clear obstacle only after much effort to develop a project of mutual interest and benefit. With this snag, negotiations were terminated and there is no real prospect for this project to come to fruition with Pommar support; Auçuba will pursue alternative funding for this innovative idea.

Another potential project was pursued in 2000 with the Olinda-based NGO, **IDEAS**, which has benefited from GOB funding to conduct vocational training courses under the Solidarity Training program. They proposed to continue training of youth in a relatively new area: caretakers for the elderly. With a growing population of elderly in Brazil and a trend of the elderly having fewer care options with their own families, there is an increasing need for care services for the elderly. With this market demand in mind, IDEAS offered a successful course for teens to learn professional care skills targeting the elderly (with GOB funding) and have proposed that Pommar partially fund continuation of this course and efforts to place youth in the job market. With the proposal going through several iterations in 2000, the Pommar team will evaluate in 2001 the potential for funding this project in as much as it can meet important criteria in this phase of Pommar’s program: i.e. that it can be funded at a level within Pommar’s current budget (especially in the Education/Vocational Training area) and can serve as a model for replication in terms of its quality (impact) and replicability.

Reproductive Health and STIs/AIDS Prevention

A new project with **PAPAI**, a growing and innovative NGO that developed out of the Federal University Hospital and Psychology Department, is addressing the complex needs of adolescent boys in terms of gender issues and masculinity in relation to AIDS and sexual health. This promising project is targeting over 65 young men in a clinical setting and another group of over 400 teen boys and girls in a major public high school (*Novães Filho*) in an effort to reduce STIs/AIDS, teen pregnancy and violence, as well as promote responsible fatherhood and a new vision of masculinity. Also supported by the MacArthur Foundation and the GOB’s Ministry of Health, PAPAI entered into a contract for Pommar financial support in October 2000, while having previously received periodic support for training activities.

Contributing to the expansion of the Pommar AIDS strategy under development for full implementation in 2001, this project holds much potential as both a high-impact and replicable model for effectively incorporating young men into projects that have traditionally limited its scope to young women. Through counseling, group therapy and

workshops, PAPAI intends to provide important educational and preventive services to this high-risk group of teens in the low-income community of *Várzea* in Recife. In the project's first quarter (fourth quarter 2000) 66 young men were reached through clinical support and over 400 teens at the high-school participated in afternoon workshops on sexuality and gender relations which use regional music (*forró*) to engage teens.

Gestus, an effective AIDS education and prevention NGO presented a proposal to Pommar in late 2000 after undergoing a process to develop a three-year strategic plan. This proposal to train youth multipliers as advocates/agents in AIDS prevention/education, along the lines of the successful project with GAPA/Baha, will be considered in 2001 as part of the development of the Pommar plan in this area. Pommar believes that this project, also funded by the GOB's Ministry of Health, holds good potential for reducing STIs and HIV/AIDS among the growing high-risk group of teens.

Child Labor Prevention and Eradication

Pommar's Recife team assisted in developing the USAID child labor strategy in 2000 and the early mapping activities for planning purposes. There is a strong potential for effective interventions in the Recife area given the new municipal government's vision and commitment to eradicating poverty and child labor. Further, there is a solid coalition of organizations participating in the State Forum for the Eradication of Child Labor, which has already invited Pommar to participate as a member following meetings with the Forum coordinators and a subsequent presentation made at a recent Forum meeting. Research findings and opportunities for interventions will determine specific actions to be implemented in 2001 and 2002.

Networking and Mobilization Efforts

In addition to the above-mentioned monitoring of the Pernambuco State Network Against Sexual Abuse and Exploitation, Pommar was involved in other collaborative efforts in Recife during 2000.

- Pommar is a member of a **six-institution coalition of international and Brazilian development agencies** (along with the C&A Institute, Save the Children/UK, Oxfam, Catholic Relief Services and World Vision) with operations in the Recife and the NE region. The group is working on mobilizing businesses to support NGO service initiatives, with primary emphasis in education and health projects for at-risk children and youth. After Save the Children, Oxfam, CRS and World Vision funded a study on corporate philanthropy in several NE cities, published and disseminated in late 1999, Pommar and the C&A Institute were invited to join the coalition.

- Much of 2000 was spent consolidating the group (establishing institutional commitments, defining criteria for participation and producing a working agreement) and carrying out strategic planning for actions in 2001, subsequently recruiting and selecting a professional to serve in an operational capacity. The strategic plan defines the group's goal as facilitating corporate-NGO relationships in order to mobilize new resources for social projects and increase their financial sustainability. On the corporate side, the group will work collaboratively with other actors to leverage corporate resources for NGO projects, advocating for effective and ethical investments in at-risk communities. On the NGO side, the group will work to build the capacity of NGOs to develop quality projects for corporate funding and work collaboratively with these new partners. For both sides, the group will work to facilitate dialogue between these two sectors towards practical actions and long-term partnerships. One initiative already began in 2000 with the Passage House, facilitating the development of a social marketing and communication plan.

In addition to staff involvement, limited Pommar financial resources will go towards activities linked to promoting direct services to at-risk youth. With the help of a Recife communications agency, the group will determine an official name in 2001, incorporating its inter-institutional nature as well as its goal of promoting social responsibility.

- Pommar was approached by the **ABRINQ Foundation** in 1999 to assist in expanding its São Paulo-based volunteer dentist program *Adotei um Sorriso* (I Adopted a Smile), in Recife, developing the program in 2000. The concept involves recruiting and linking volunteer dentists to provide complete free dental services for one child/youth per dentist until they reach 18 years of age. Pommar's role has been to identify NGOs that are willing and able to refer kids into the program, stimulate new volunteers, and serve as a link with the ABRINQ Foundation in São Paulo. While the tasks have required relatively little time of Pommar staff (handled primarily by the local AA), the program has shown great acceptance on both ends – the NGOs/kids and dentists. After establishing a strategic alliance with the State Dental Council, nine volunteer dentists had committed to the initiative in late 2000, each dentist donating dental care to a corresponding number of at-risk youth from three local youth-serving NGOs (Passage House, Instituto Vida and the Coletivo). Expectations are that the program will expand in 2001, the International Year of the Volunteer, as the Dental Council has taken great interest and ownership in the initiative, including plans to involve dental students in on-site prevention efforts at youth NGOs.
- A fair for youth-serving NGOs, **Expo Criança**, was partially supported by Pommar (along with other donors such as Save the Children) in its second annual edition, whose theme was the 10-year celebration of the ECA legislation. Along with two stages and over 100 booths made available at the Recife Convention Center for NGOs to show their work over four days, a parallel conference was held which addressed social responsibility. Pommar was represented in a panel and presented perspectives on effective partnerships between civil society and business. While the event suffered

from a lack of organization, especially in relation to support to the NGO programming, there was local media coverage of the event and USAID was properly recognized in promotional materials.

SALVADOR

Population growth has swelled the city of Salvador and left many families well below poverty-level incomes. As in the other target cities, in addition to insufficient quality public services in health and education, violence and sexual exploitation are a reality for many Salvador children and youth. Child labor is a critical issue in Salvador as in the interior of Bahia state. Salvador has registered a high rate of working children engaged in labor activity - usually in the informal sector.

Salvador also has an array of strong NGOs and municipal programs, working to address these many demands. Many projects use culturally based elements –primarily Afro-Brazilian as well as Indian – such as strong cultural identity and expression in the performing arts (music, theater and dance) as a vehicle for engaging youth and offering innovative educational and vocational opportunities.

As a result of these factors and the array of demands and governmental and non-governmental initiatives, Pommar supported projects in 2000 emphasizing complementary educational services (arts-education) and vocational opportunities for boys and girls, as well as health/AIDS prevention and protecting youth against sexual abuse and violence. Pommar investments in 2000 emphasized direct financial and technical support to individual service organizations and a major arts-education networks.

Following is a description of projects and networking efforts carried out in 2000, organized by program area.

Education and Vocational Training

The Grupo Cultural Bagunção became a Pommar partners organization in 1995 and continues to grow in its community-based approach to offering complementary training, educational, social and recreational activities for at-risk youth in the *Alagados* community. With a primary focus on music – percussion-based and choral – and dance, Bagunção offers professional opportunities to youth by building on the community's spontaneous musical movement. Pommar resources support the Swamp Swing (*Suingue da Lama*) project, to conduct educational and vocational services with twelve youth bands reaching 180 youth. Now fully managed by youth leaders in a concrete example of citizen participation and empowerment (“youth protagonism”), Bagunção overcame earlier challenges to balance their grass-roots essence with the need for institutional capacity towards feasibility and sustainability.

Bagunção has leveraged other international and local funding, as well as generating resources through performances locally and in other areas of the state of Bahia. In Salvador, 32 shows were performed, including one that was attended by the First Lady of Brazil and Bahia Governor; and weekly shows during the peak summer season attract an average of 300 people. Further, various shows and performances in the local community has mobilized residents in support and appreciation of the Bagunção program – an important indicator and factor contributing to a broader community development and mobilization strategy.

With this success, the bands are increasing in number and quality, along with the choral and dance groups – offering these disadvantaged youth the opportunity to interact with diverse segments of society, generate income, and boost self-esteem that leads to increased dedication in the Bagunção complementary educational activities and in public schooling. Bagunção was one of the six projects featured in the Pommar 2001 calendar/notebook/postcards material in partnership with *Intelig* and the ANDI news agency. The local Pommar team also leveraged new resources for Bagunção from the telecommunications company operating in Bahia (*Maxitel*).

Picolino School for Circus Arts is a new Pommar partner organization, that has operated in Salvador for close to ten years. Project support through Pommar began in late 2000 with promising prospects to serve 135 pre-teens and teens in complementary educational (arts-education and tutoring/support with public school studies) and vocational preparation that use circus arts as a primary mechanism.

Picolino was one of the six projects featured in the Pommar 2001 calendar/notebook/postcards material in partnership with *Intelig* and the ANDI news agency. The local Pommar team also leveraged new resources for Picolino from the telecommunications company operating in Bahia (*Maxitel*).

Escola Pracatum (*Pracatum* Music School), a partner organization of Pommar since 1997, opened its full educational activities in 1999 with support from Pommar and other donors (BNDES, UNICEF, Brazilian MasterCard Foundation and Vitae Foundation). In 2000, though Pommar funds were fully disbursed in prior years, Pommar continued to work closely with the Pracatum staff and management, providing important technical guidance in developing school curriculum, designing staffing functions, and strategic planning for sustainability. The school now serves 70 at-risk youth from the local community through formal education curriculum and complementary curriculum in music, counting on the expertise of local music teachers hired to design and implement the music curriculum, as well as the overall leadership of Bahian music star and founder of the idea – Carlinhos Brown. Pommar support contributed to leveraged resources from the federal Department of Education.

CRIA – Centro de Referência Integral para Adolescentes – and the **MIAC Human Rights and Culture Exchange Movement** is a major service network that is improving formal public and complementary education, building youth civic capacities (“youth protagonism”) and disseminating reproductive health/sexuality educational information in 40 participating communities. This network has grown over the last three years and in 2000 involved 83 schools and more than 100 youth-serving organizations – reaching a total of over 9,500 youth in educational services and training workshops that impart civic values/skills and develop arts-education projects that target other youth and families.

In addition to the 260 workshops carried out by network members in 2000, the third annual Youth Festival for Human Rights involved over 1,000 youth over three days and addressed themes such as improving public education, strengthening democracy through civic participation, and ten years of the ECA legislation. Through artistic performances such as theater, important themes are addressed and information disseminated in a way that involves the audience in debates. As an example, a theater piece entitled “Dialogues” was developed with youth and family members to address parent-teen relations and values.

The network is led by CRIA as the Pommar grantee, also receiving technical support from Pommar, and benefits from participatory coordination and collaboration among donors that include UNICEF and the Ayrton Senna Institute. The Movement has become a strong network model disseminated to the other Brazilian cities, including Pommar target cities, as a reference for networking and empowerment of youth through educational and arts programs.

Protection Against Sexual Abuse and Violence

CEDECA/BA (the Bahia Child and Adolescent Defense Center) has been a key Pommar partner for several years, with an important focus on providing legal/protective and psychological services for girls who are victims of sexual violence, as well as mobilizing society and building public awareness in the fight against this type of human rights violations throughout the state of Bahia. Pommar support led to the strengthening of the legal/protective and psychological support service unit, increasing staffing and leveraging donor support for over 50 victims of sexual abuse and violence in 2000.

As a model of comprehensive legal advocacy services to victims of violence (targeting girls who are victims of sexual exploitation, violence and abuse) with this specialized unit and its key institutional linkages (such as with the court system and the Federal University’s intern program), the CEDECA project is going through a process of documentation of its methodology. As part of the documentation and dissemination process promoted by Pommar, a multi-state workshop was conducted to present the CEDECA legal/psychological service model to other leading organizations/agencies in order to solicit evaluative feedback and promote similar approaches elsewhere. Pommar

supported participation of other grantees in this area, such as Cendhec (Recife) and CEDECA-CE (Fortaleza).

Pommar plans to complete the documentation process in 2001, enabling a broader and more systematic dissemination and application of this model. This reference is already influencing other similar initiatives as the organization plays a key role in the national hot-line network through APRABIA, developing the National Plan to Combat Sexual Violence and Exploitation, promoting the international network to stop child prostitution (ECPAT), and in the Bahia State Legislature which designated an official date in May for societal debate and reflection about sexual violence against children and efforts to combat it.

Efforts have also been made with Pommar support to strengthen the institutional capacity from a management/administrative perspective. Through consultancies, CEDECA has undergone reorganization and institutional strengthening. With this renewed structure and support from new partners, CEDECA secured a new facility in 2000 and remodeled it, thanks to the support of the local decorating industry in a concrete gesture of social responsibility of local businesses.

Acopamec [Associação de Comunidades Paroquiais de Mata Escura e Calabetão] has been a Pommar partner since late 1995 through support of its work in a very disadvantaged area of Salvador, serving two low-income communities and operating within a church parish. Past support included funding vocational courses for training as electricians and auto mechanics, reaching 60 boys, and creating an additional vocational initiative in fashion design, an idea adapted from the Pommar-*Projeto Axé* project.

In 2000, Pommar support to Acopamec went to the shelters (*Casas Lar*) that serve 44 young women who have been victimized by sexual violence and exploitation. By supporting the expansion of the staff to include a psychologist, along with other technical inputs, the environment for the girls has improved through more specialized therapeutic support (including the educators that work directly with this challenging population) and aiding the girls in restructuring their lives in school and in the community.

Reproductive Health and STIs/AIDS Prevention

GAPA/BA [Grupo de Apoio à Prevenção de AIDS – Bahia], a Pommar grantee since 1998, grew significantly with a project to train youth to work as multipliers in the prevention of STIs and HIV/AIDS. The 90 trained youth from six disadvantaged neighborhoods in Salvador worked systematically in their neighborhoods – on the streets, in grass-roots health clinics, in community centers and in schools – to orient and educate other teens and family members about responsible sexuality, reproductive health and STIs/HIV/AIDS prevention. Close to 9,000 youth and family members were reached in schools and the communities where the multiplier agents have conducted their education and prevention activities.

An important aspect in 2000 was the maturation of the teen multipliers, who became increasingly pro-active in their technical responsibilities and civic values as protagonists, improving the educational tools and methodologies so as to guarantee the interest and engagement of their peers. This qualitative improvement is critical, given the growth in the AIDS pandemic in relation to youth and women, such that prevention investments become effective social marketing interventions. The GAPA-BA experience is serving as a model to other entities and will certainly play an important role in the 2001+ AIDS strategy under development by Pommar.

Child Labor Prevention and Eradication

Pommar's Salvador team played a central role in developing the USAID child labor strategy in 2000 and the start-up of mapping activities in Salvador and program-wide. Through a strategic alliance established with the Federal University and the organization assisting the GOB eradication program in Bahia (VR Associates), Pommar defined a technical approach using geo-processing to aid in the initial mapping stage and beyond to monitor program activities and impact. This method has been well received by local and national authorities (including the BNDES national development bank) and has evolved into a larger scope and broadened institutional collaboration in Salvador. This shows strong potential to become a model for adaptation in other target cities. Further, there is a solid coalition of organizations participating in the State Forum for the Eradication of Child Labor, which has already invited Pommar to participate as a member. Having advanced farthest among the target cities, research findings and opportunities for interventions will determine specific actions to be implemented in 2001 and 2002.

Networking and Mobilization Efforts

Other networking accomplishments beyond those noted above in program area description included:

- Collaboration with a major publicity agency, PROPEG, in linking business sector resource opportunities to local youth-serving organizations; resulting in new funding to NGOs from the telecommunications firm *Maxitel*.
- Development with USAID staff of the Pommar-*Intelig*-ANDI partnership to produce the 2001 calendar/notebook/postcards kit.
- Technical participation in developing the National Plan to Combat Sexual Abuse and Exploitation.

BRASÍLIA

Brasília's harsh socio-economic reality is not be easily apparent to the visitor that does not pass through communities in the nearby outskirts or the points where at-risk children and youth pass their time on the streets (such as in the city's bus terminal), due to the otherwise prosperous appearance of the nation's capital. However, the reality of poverty, social exclusion and related violence is a fact that impacts the lives of a significant number of young people and families in this part of the country. Access to quality public education is a critical problem in Brasília, thus presenting an important challenge for Pommar to address with limited resources available for this fourth target city. Brasília is of strategic importance to Pommar and USAID due to the presence of federal agencies and international organizations.

Following is an overview of projects and networking efforts in 2000, organized by program area.

Education and Vocational Training

In 2000, Pommar continued collaboration with its key partner organization – the **School for the City Park's Boys and Girls**, and its supporting NGO, **AMAME**. Two projects were developed and carried out with the school:

The Park School, supported by Pommar since 1998, serves high-risk boys and girls through formal and complementary educational curriculum as the city's only public school working directly boys and girls living on the streets of Brasília. Through the institutional project (Towards a Pedagogy of Integration) supports basic educational services were provided to this under-served population and new efforts made to improve methodologies to increase impact and turn around the sporadic attendance by students who return to the streets at night and are often subject to violence, exploitation and substance abuse.

With the circus as an attraction for street children and a socialization mechanism to draw youth into the school on a definitive basis, the school served a total of 155 students in 2000, 80% of which were boys. More than a hook, the circus has proven to be an important link for students and stepping stone for more systematic participation in the school, however efforts continue to identify ways that Pommar can contribute to retention and overall improvements in the educational services provided by the school. Technical consultancy inputs were added to Pommar's financial support in 2000 in search of these and other improvements, generating reflection and modification of methodologies.

The Remaking Wood Workshop project (*Remadeira*), also part of the Park School, was developed in 2000 as a unique and innovative initiative to develop artistic and professional skills of selected students. Designed by two local design professionals and in technical collaboration with a division of the Brazilian environmental protection agency (IBAMA), the project reached 40 students who quickly learned this simple yet innovative

process for turning otherwise discarded wood by-products (diversely colorful dust and shavings) into attractive art and interior decoration products. These students were greatly benefited by this unique project, in that they typically have been unable to learn a practical professional skill due to their slow scholastic development and social difficulties.

In a short time (six months into the project) enough quality products were created to produce eight exhibits, including one sponsored by the American Embassy – thanks largely to the Ambassador’s wife, Mrs. Hope Harrington, who embraced the project and other USAID initiatives through Pommar. Another exhibit took place in a large local shopping mall. Through these exhibits, approximately 120 pieces were sold to the public at prices ranging from \$10 to \$75, generating legitimate income for this high-risk group.

Protection Against Sexual Abuse and Violence

While no service projects were implemented in this area in Brasília, important alliances at the national level led to Pommar’s technical participation in developing the National Plan to Combat Sexual Abuse and Exploitation, as well as planned involvement in the implementation of a new national initiative, the Sentinel Program, in 2001.

Reproductive Health and STIs/AIDS Prevention

While no service projects were implemented in this area in Brasília, important alliances at the national level included interaction with the Ministry of Health’s AIDS program and other players in the governmental and non-governmental spheres. Pommar expects to increase complementary efforts with national and local initiatives in 2001 and beyond as it seeks to expand its strategy in the prevention of STIs/AIDS .

Child Labor Prevention and Eradication

Pommar worked closely with USAID staff in this new area to develop strategic partnerships at the national level, requiring extensive participation in Brasília and leading to the decision to relocate the Pommar Technical Director to Brasília in 2001 (as discussed below in the management section). Important relationships were established and/or expanded with key actors such as the ILO, UNICEF, Mission Child (Pommar’s key partner in the program’s implementation planned for 2001-2002), the National Forum to Eradicate Child Labor, and related GOB Ministries.

In terms of direct interventions, plans were designed for a quick start-up of the scholarship program in Brasília – through Child Mission, physically based in Brasília – to be implemented in 2001 and 2002.

Networking and Mobilization Efforts

Networking accomplishments are noted above in program area descriptions.

6. POTENTIAL NEW SUPPORT TO NGOS AND MOBILIZATION EFFORTS

Pommar's strategy for investments in 2001 and beyond is based on the general objective of consolidating and strengthening projects which have demonstrated impact and offer potential for dissemination as successful practices. That said, the resources allocated for Pommar under the three-year extension should allow for expansion in the health area, with specific emphasis on preventing STIs/AIDS, while gradually reducing funding for activities in the other two program areas (education/vocational training and combating violence).

Further, Pommar will implement the two-year Child Labor Eradication strategy (Modification #7) in 2001-2002, which aims at reducing child labor in urban areas with specific emphasis on four of the “worst forms” of child labor as defined by the ILO: garbage pickers, domestic workers, street vendors and child prostitutes. Work began immediately in the fourth quarter of 2000 with the signing of Modification #7 for funding from USAID/LAC. New team members were contracted in the target cities and a core consultancy was established in Salvador to design initial research and data collection. This Salvador consultancy has grown into a strong institutional partnership with VR & Associates, an experienced geo-processing firm that has worked to support the GOB's primary Child Labor program in the state of Bahia (PETI).

A working partnership was also designed with the Brasília-based NGO, Child Mission, for subsequent implementation of the education support program in target cities in 2001-2002. Other, important institutional relationships are being built in Brasília (at the national level) and are planned for the target cities in early 2001, both at the individual level (federal agencies, donors and other institutional actors) and the network level (national and state coalitions). The program will take further shape in early 2001, following our strategy and necessary changes based on difficulties and opportunities, and will be reported on separately in the coming year.

Under the three-year Extension (Modification #6), in 2001 Pommar will pursue opportunities to support NGO projects and networks through direct funding, technical assistance and training, with a two-pronged strategy:

1. In the areas of Education/Vocational Training and Combating Sexual Exploitation and Violence Against Girls – Consolidation of services and projects (based on reduced resources requiring targeted efforts), with an emphasis on developing tools for disseminating and replicating successful practices and influencing public

policy.

2. In the area of Prevention of HIV/AIDS and STIs – Potential expansion of services and projects (based on expanded resources enabling broader efforts), with an emphasis on youth participation as multipliers and prevention agents. Success in implementing prevention and services in previous years of support to local NGOs, combined with the increase in resources and new challenges in this area, compel the Pommar team to develop a revised and comprehensive strategy.

Based on these parameters, existing resources and the strategic objectives outlined in the Pommar extension proposal approved under Moficiation #6, initially planned project investments in each city include:

FORTALEZA

In Vocational Training and Education:

- Vocational Education Network – vocational training and income-generation for teen girls and boys through a coalition of NGOs and GOs;
- EDISCA/Escola de Dança e Integração Social – continuity for prevention and education for girls, with health and vocational training components;
- Taperas das Artes – arts-education and civic education using music (also in collaboration with local Partners of the Americas chapter);
- Um Canto em Cada Canto – arts-education and civic education using music;
- Arts-Education Network – training and exchanges among NGOs and GOs that use the arts as mechanisms for citizen participation/civic education, health promotion and vocational preparation.

In Health (subject to modification based on new strategy development in early 2001):

- Bemfam/CE, GAPA-CE – reproductive health and HIV/AIDS prevention services in the urban center of Fortaleza, as well as collaborative efforts in training and service provision with other grantees/local partners.

In Protection of Girls Against Sexual Abuse and Violence:

- CEDECA-CE – support to this defense center’s legal and counseling services for victims.

In Eradication of Child Labor:

- Action plan under development and to be based on findings of assessment/mapping and planning meetings with local actors.

RECIFE

In Protection of Girls Against Sexual Abuse and Violence:

- Casa de Passagem – continuity of prevention and education for girls at risk;
- Cendhec – strengthening of this defense center's legal and counseling services for victims;
- LAR – potential support to two shelters for girls who are victims of violence.

In Health (subject to modification based on new strategy development in early 2001):

- PAPAI – interventions with adolescent fathers/couples, emphasizing STIs/AIDS prevention and gender relations/non-violence (start-up in October 2000);
- Gestus and Bemfam/PE – training of youth health promotion agents in reproductive health and STIs/AIDS prevention
- Adotei um Sorriso – linkages of volunteer dental professionals with local NGOs, in conjunction with the Abrinq Foundation

In Vocational Training and Education:

- IDEAS – potential support to vocational training model in care for the elderly;
- Centro das Mulheres do Cabo – technical support for spin-off of education/vocational project in radio;
- Pro-Child Movement – potential support to educational projects for high-risk youth;
- Coletivo Mulher Vida – potential continuity of social enterprise *CMV Informática*;
- Cultural/Arts Education Groups such as Darwê Malungo, Cepoma and Instituto Vida – periodic support of educational and mobilization activities and exchanges (also in collaboration with local Partners of the Americas chapter)

In Eradication of Child Labor:

- Action plan under development and to be based on findings of assessment/mapping and planning meetings with local actors.

SALVADOR

In Vocational Training and Education:

- CRIA/MIAC (Integrated Adolescent Reference Center / Exchange & Movement for Arts-Education and Human Rights) – art-education network using theater and other art forms with public schools, NGOs and GOs;
- Grupo Cultural Bagunçação – educational and vocational development run by youth leaders using music and dance;
- Escola Picolino – educational and vocational development using the circus arts;

In Health (subject to modification based on new strategy development in early 2001):

- GAPA (Support Group in AIDS Prevention) – training project for youth and youth-serving educators related to reproductive health, STIs and HIV/AIDS prevention.

In Protection of Girls Against Sexual Abuse and Violence:

- CEDECA/BA (Defense Center for Children and Adolescents) – continuity in mobilization efforts to combat sexual exploitation and development of legal services for children/youth victims of violence and abuse; also institutional strengthening efforts with this defense center.

In Eradication of Child Labor:

- Action plan under development and to be based on findings of assessment/mapping and planning meetings with local actors.

BRASÍLIA

In Vocational Training and Education:

- City Park School – potential continuity of two-fold support to educational services for street children and specific training in arts/decorative products using wood residues.

In Eradication of Child Labor:

- Action plan under development and to be based on findings of assessment/mapping and planning meetings with local actors.

7. TECHNICAL ASSISTANCE AND TRAINING ACTIVITIES

As described in the previous section on each of Pommar's target cities, technical assistance was provided to grantees as part of on-going efforts in monitoring and project oversight. NGO partners received systematic technical assistance in technical and organizational areas provided by staff and local consultants, including strategic and institutional planning, project design, project feasibility and monitoring.

Grantees and collaborators also participated in training activities supported by Pommar, addressing thematic areas such as the prevention of sexual abuse and exploitation/child prostitution, child labor, vocational training, adolescent health and sexuality, gender relations, and arts-education. The total number of professionals and adolescents that were reached in 2000 through Pommar-supported training and technical assistance interventions will be presented in the forthcoming 2000 Data Collection document.

In addition to this thematic/technical training, all grantees received guidance and technical assistance related to Pommar's reporting (programmatic/technical and financial accounting) procedures. These technical assistance and training interventions led to improved technical and project management performance by grantees. However, the need remains for capacity-building in both technical and institutional areas each target city and requires continued interventions and investments in coming years.

8. COMMUNICATIONS AND PUBLICATIONS

The Pommar team made new efforts in 2000 to reach goals regarding visibility of the program and for USAID locally, nationally in Brazil, and in the U.S. as well. In response to these common objectives, Pommar worked harder in 2000 to increase visibility and recognition through the following activities:

Development of a new logo for Pommar, depicting the transformation of at-risk youth (made possible through USAID-supported interventions) through a symbolic figure that “takes flight” to new possibilities. The logo was used to produce new letterhead and envelopes, as well as business cards that now include the USAID logo.

In an effort to use Pommar’s new logo, as well as give greater visibility to USAID, Pommar worked to standardize its name as “POMMAR/USAID” or “POMMAR/USAID-Partners”. Further, a large vertical banner was produced for use in events, including the three logos.

Development of extensive photos archives of all key Pommar-supported projects in the four target cities, with the assistance of an outstanding professional photographer, Mila Petrillo, as well as contributions from two American photojournalists carrying out a two-year fellowship in Brazil (Tyrone Turner and Susan Sterner).

Outstanding photos are being selected for use in Pommar publications. In particular, a major publication will cover the six years of Pommar activities and accomplishments in the NE and Brasília. This publication will be produced in 2001, though work got underway in 2000 through the labor-intensive photographic registering of all major projects in each city. The publication will be a high quality piece, depicting Pommar’s and USAID’s accomplishments through interviews of collaborators, grantees, leaders in the children’s rights arena, statistics and photographs.

Pommar and USAID/B staff collaborated with ANDI (the National News Agency on Child Rights) and *Intelig*, a major Brazilian telecommunications company, to produce three high-quality products that showcase Pommar and six grantees through profiles of service projects. These products – a 2001 calendar, a hardbound notebook, and sample postcards – were widely distributed throughout Brazil. Multiple sets were also made available to the six participating NGOs as a tool for dissemination and visibility.

Pommar staff worked with local media to increase coverage and visibility for its activities, particularly in the print media. For example, in Fortaleza a Forum was created in conjunction with Pommar and the important local newspaper, *O Povo*, to debate issues related to children’s rights. In Recife, the visit by the U.S. Ambassador and his wife, Anthony and Hope Harrington, received front page coverage on the important local newspaper, *Jornal do Comércio*.

The Partners of the Americas newsletter in November 2000 highlighted Pommar's six-year mark with a front-page story, with photographs of a Salvador project and Ambassador Harrington's site visit in Recife. Partners plans a special edition/insert in 2001 to give more extensive coverage and visibility to Pommar in its newsletter, widely distributed in the U.S. and Latin America/the Caribbean.

In addition to the six-year publication under development for 2001, Pommar staff intends to update its brochure, as well as its homepage on the Internet – with linkages to the Pommar database (under development) and other relevant sites/pages.

Further, Pommar staff has increased efforts to monitor grantee/collaborator publications that include Pommar/USAID-Partners involvement, such that the program and organizational names are properly included in all publications and references. In the case of Pommar-funded publications, production is more closely managed and a revised contract clause more effectively addresses this important condition for approving USAID-funded publications.

Finally, Pommar staff is consulting local publicity/communications agencies for guidance and collaboration in increasing the effectiveness of communications and visibility efforts. Contacts have been made with agencies in Salvador (*Propeg*) and in Recife (*Ampla*) to address visibility/communications objectives and alternatives to reach them in a cost-effective manner.

9. MONITORING AND EVALUATION OF PROJECT ACTIVITIES

Following the 1999 USAID evaluation recommendations, Pommar has worked extensively with USAID and internally to improve its indicators as well as its data collection tools and system. Pommar closely monitors projects and networks in relation to the key program indicators defined in conjunction with USAID. Project data from 2000 was collected through the application of a revised questionnaire, through interviews by staff, supported by reports from grantees, and is forthcoming for submission to USAID.

In addition to the indicators specific to each program area described above, POMMAR works with the following global **performance indicators** were tracked to **measure impact in 2000**:

Purpose:	IMPROVE THE ABILITY OF AT-RISK CHILDREN AND YOUTH TO BECOME PRODUCTIVE AND HEALTHY CITIZENS
Indicator #1:	Percentage of program-assisted youth that find legitimate, income-generating work
Indicator #2:	Number of program-assisted youth that request and receive health-related services
Intermediate Result #1:	Society engaged in Decreasing Violence Against Youth
Indicator #1.1:	Number of grievance cases lodged and monitored by children and adolescent advocacy groups
Indicator #1.2:	Number of victimized youth referred to legal and rehabilitation services
Intermediate Result #2:	Educational Preparation of Program-Assisted Children and Youth Increased
Indicator #2.1:	Percentage of program-assisted youth promoted to the next school grade
Indicator #2.2:	Percentage of program-assisted youth that complete vocational training courses
Intermediate Result #3:	Awareness of Health-Related Behavior by Program-Assisted Youth Increased
Indicator #3.1:	Number of community-level organizations that offer reproductive health and HIV/AIDS information and referrals to program-assisted youth
Indicator #3.2:	Number of at-risk youth and their families, educators and NGO/GO staff that participate in RH/HIV/AIDS training sessions, workshops and informational activities
Intermediate Result #4:	Dissemination and Adoption of Lessons Learned and Successful Approaches
Indicator #4.1:	Number of viable models/strategies developed and tested
Indicator #4.2:	Number of national and international dissemination events
Indicator #4.3:	Number of models/strategies adopted by others

Attached is the central 2000 monitoring and data collection tool produced by the Pommar team ([Attachment B](#)), tracking indicators to project data for collection with grantees. Pommar intends to provide USAID with a full report by March 2001, including evaluative data and narrative text. Further efforts will be made in 2001 to strengthen and expand Pommar's data collection and analysis, developing a database for project information and related data and interpretative reports. Pommar staff will also continue to work with USAID to strengthen these inputs to the USAID Results Framework and Performance Tables.

10. PROJECT MANAGEMENT

The Pommar team has evolved significantly over the six years of implementation, albeit remaining streamlined given the scope and breadth of its activities, and underwent important modifications to its management and operational structure in 2000, as proposed in the Extension document.

At the management level, a new management design modified the position of Rita Ippolito to become Technical Director, formalizing her central role in program development (including new project development and monitoring, strategic planning, developing strategic alliances and leveraging of resources with donors). Stuart Beechler became the Financial and Administrative Director, with an increased emphasis on financial management of the program as a whole, local partner grantees, and Pommar staff and operations in the four target cities.

With this adjustment, the management of the program is shared in part by these two key in-country staff members, Mr. Beechler and Ms. Ippolito. The management functions are divided into three general areas:

1. Financial Management and General Administration (Beechler has primary responsibility) –budgetary and financial management/planning, proposal development, reporting, personnel management, office management, strategic planning, coordination with USAID, Partners/W and Transforma (formerly ABCA re financial services).
2. Project Oversight and Monitoring (Ippolito has primary responsibility) – project development, project and program evaluation, strategic planning, technical oversight of projects, training and other capacity-building/dissemination activities, supervision of technical consultancies.
3. Representation and Networking (Beechler and Ippolito have shared responsibility) – partnerships and alliances with Brazilian governmental organizations/representatives, coordination with donors and alliances, coordination of major events and publications, communications, marketing and media relations.

Efforts were made in 2000 to further improve Pommar's local technical and project oversight structure and operations, under the supervision of local City Coordinators in each of the three Northeastern cities (while Brasília continued to be managed at a distance) to better enable the development of local projects, as well as to monitor and assist grantees in technical and administrative areas.

In the case of Fortaleza, the coordination role of Graça Gadelha was key to monitoring projects and developing new initiatives. She was well supported by two technical consultants who worked on specific projects as determined by Ms. Gadelha and Pommar management. Further, an independent office was established in Fortaleza, moving the operation out of the state government facility where it operated for previous years and into a rented space. While this has increased local costs in Fortaleza (albeit marginally), it has led to important autonomy and flexibility, while still maintaining a strong working relationship with the Ceará state government through project collaboration, advocacy and networking.

In Salvador, with the physical presence of Ms. Ippolito since early 1999 and her increased management role, there was a need to broaden Pommar's operational capacity in Salvador for Ms. Ippolito to address overall technical coordination and support local coordination. Thus, a space was secured to house Ms. Ippolito and a program assistant, as well as periodic technical consultants and meetings.

While the expansion in Fortaleza and Salvador has increased the cost of local operations, Pommar managed to remain within the amount allocated for total direct costs for operations under the USAID budget. This has been accomplished through cost containment in local operations and in other line items, so as to maintain the full amount budgeted for sub-grantee activities. See Section 11 below on expenditures for details.

In Recife, project development and monitoring was conducted primarily by Mr. Beechler, with support from a local PT technical consultant during a portion of the year. Project activities in Recife were in need of reinforcement in 2000, as activities were down in 1999 related to previous years. This was largely due to several projects concluding and the need for increased project development inputs (as described in Section 5). While there was some success on this front, a full-time technical consultant was identified towards the end of 2000. She will work in 2001 to provide important support to current projects and in new project development.

Further, there was an important shift in staffing and responsibilities in Recife, largely related to the revised management design described above, as well as two other factors: program expansion under the Extension and the Child Labor initiative (increasing the scope of work and funding); and shifting of the Pommar financial support from ABCA to a spin-off organization, Transforma, requiring a reorganization of roles and functions.

The following key steps were taken in response to these new demands:

- Transfer to Recife of all financial control functions re sub-grantees;
- Reinforced Recife staff role in managing financial operations;
- Hiring in Recife of an AA with a strong financial background, contracting of an independent accountant firm (led by a former key financial staff for World Vision in Recife) to assist in processing sub-grant financial reports, produce qualitative reports and assist in identifying and resolving irregularities, and a temporary consultancy (six-month) of a Brazilian professional with extensive financial administration expertise

(co-director of *Afinco* – a Recife-based NGO auditing and capacity-building non-profit organization) related to Brazilian NGOs and Brazilian laws to develop additional tools and procedures for sub-grantee financial oversight, modifying/adapting existing ABCA/Transforma tools and procedures for Pommar;

- Presentation and discussion of revised tools and procedures presented separately to Transforma and to USAID/Brasil program and financial staff, and review of tools and procedures by Pommar's technical staff; and
- Gradual implementation of revised procedures and tools vis a vis grantees, working directly with NGOs through telephone contacts, detailed faxes/e-mails, and hands-on meetings with grantees. This process of review and revision is underway with all grantees, having resolved a large number of irregularities and procedural problems in a flexible and didactic approach that emphasizes rectifying past problems where possible and guidance to ensure that new practices reduce/eliminate repetition of problems in the future.

While the increased financial oversight has been a challenge for staff and grantees, it has been an overall positive change in the effort to bring together programmatic and financial monitoring of grantees within Pommar, vs. "outsourcing" this aspect of the operation. Further, it is helping to contain costs by bringing more financial functions in-house. Ultimately, given the significantly increased federal funding and oversight by U.S. government of PVOs to adequately manage federal and private resources, a strengthened financial management capacity is key to Pommar's and grantee effectiveness and sustainability.

The Partners of the Americas (POA) office/staff in Washington, DC increased its involvement in Pommar in 2000 and is positioned to reinforce this direct role in 2001. A greater level of effort for the program was enabled by establishing a backstopping role for Ms. Anabella Bruch, a POA senior staff member responsible for the youth and agricultural/environmental program areas at POA. She also has extensive experience managing USAID-funded programs. Further, POA's Director of Finance and President made a renewed commitment to Pommar and USAID under the extension proposal to strengthen management support to Pommar in the field and in the U.S. Partner's retiring president, Norman Brown, was replaced in late 2000 by an outstanding professional, Malcolm Butler, who has extensive USAID experience. Mr. Butler will visit Brazil in the first quarter of 2001 to become familiar with Pommar and seek ways to best support the program and its management.